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## SUMMARY ALEXANDROVICH DENIS 2015

Thesis: 96 pages., 4 pic., 2 tab., 59 sources, 7 applications

### MARKETING, MARKETING ENVIRONMENT, RESEARCH, INTEGRATED MARKETING RESEARCH, RESULTS ANALYSIS, STRUCTURAL CHANGES

The object of study is a market in which the enterprise operates, the enterprise itself, its structure and mechanism of functioning, workers and consumers of products from a particular company.

Subject of research is the functioning of the enterprise in the field of strategic planning and marketing policy, as well as employee and promotional activities.

The purpose of integrated marketing research is the choice of an optimal market, effective marketing policy, strategy, analysis of the current situation and possible directions of development, fixing weaknesses.

Methods: qualitative (expert interviews) and quantitative (online survey) studies, comparative analysis, grouping, expert evaluation, graphical methods.

Research and development: deals with the functioning of the enterprise, consumer behavior and position of the organization in the market. Practical recommendations for the elimination of the negative phenomena in the work, interaction with competitors and customers.

The author of work confirms that the settlement and analytical material given in the thesis correctly and objectively reflects a condition of the studied process, and all theoretical, methodological and methodical provisions and concepts borrowed from literary and other sources are followed by links to their authors.

